



Alice in Dairyland Applications Now Available

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MADISON –The Wisconsin Department of Agriculture, Trade and Consumer Protection is accepting applications for the 69th Alice in Dairyland, Wisconsin’s official agriculture ambassador. Application materials are due Monday, Feb. 8.

“This position has provided me with unique professional development opportunities unlike any job I’ve had before” said 68th Alice in Dairyland, Teyanna Loether. “Each day presents new learning and networking opportunities with fellow professionals involved in agriculture. I have been able to build upon my passion for teaching others about agriculture with tangible skills that will carry far into my future.”

In this highly visible and fast-paced position, the 69th Alice in Dairyland will cultivate relationships with television, radio and print media outlets; write and deliver speeches; and utilize social media to tell the stories of Wisconsin agriculture. Additional duties include developing and executing marketing plans, delivering classroom presentations, and networking with industry professionals. Alice must also learn and retain information about the diversity of Wisconsin agriculture and be able to tailor that information to educate both urban and rural audiences.

Alice in Dairyland applicants should have considerable interest in Wisconsin agriculture; at least three years experience, education or training in communications, marketing, education or public relations; and public speaking experience. Applicants must be female, Wisconsin residents and at least 21 years old.

This one-year, full-time contractual position starts June 6. The position holder will be headquartered in Madison and travel extensively throughout the state. The annual salary for Alice in Dairyland is \$40,000 and includes holiday, vacation and sick leave, as well as use of a vehicle for official business. Reimbursement is provided for an individual health insurance premium up to \$450 a month, as well as professional travel expenses.

To apply, submit a cover letter, resume, and three professional references to DATCP by 4:30 p.m. Monday, February 8, 2016. Application materials are available at http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment.

Qualified applicants will be invited to a preliminary interview in February. Top candidates will be announced in March and the three-day final interview process during which the new Alice will be selected will take place May 5-7 in Dodge County.

Direct questions to Alice in Dairyland Program Manager, Becky Paris at 608-224-5115 or Rebecca.paris@wisconsin.gov.